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Detroit, Mich.



# WEEKLY BULLETIN

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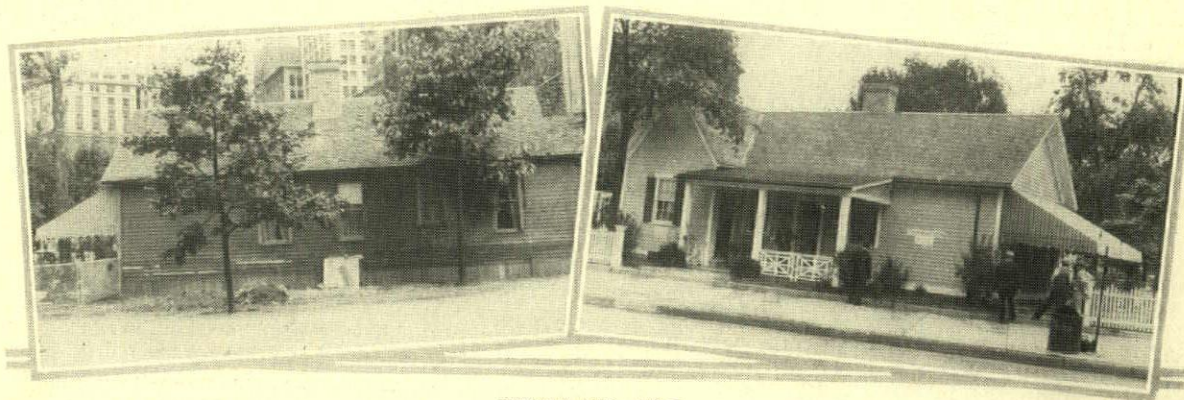
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Vol. 9

DETROIT, MICH., JANUARY 1, 1935

No. 1



BEFORE AND AFTER

### WHAT CONGRESS LEFT IN THE PARK

*A Demonstration House in Down Town Detroit*

With the FHA campaign for better housing, a review of Detroit's early efforts along that line are of interest. In the Summer of 1932 the Detroit Building Congress sponsored a modernizing campaign. The idea was suggested by Dr. Emil Rosinger, Real Estate Editor of The Detroit News, and the reproductions above are used through the courtesy of The Detroit News Booster.

When a burly policeman on an early morning in June espied a tumbled-down shack in the park on his beat he inquired of the architect in charge, "How come?" Pointing to a huge sign on the house, the architect explained that it was the work of the Detroit Building Congress. The cop rubbed his eyes and said, "My gawd, did Congress put

that there last night?"

The Clean up-Fix up-Modernization Committee of the Detroit Board of Commerce had for some years past functioned annually in connection with the national movement of real estate boards. This year the project took an added importance and the Detroit Building Congress became interested. During the early part of the summer the Congress undertook to raise funds for the campaign and were successful to the extent of securing pledges totaling some \$20,000. This fund was to be used in advertising and promotion. Three hundred thousand pamphlets were printed and distributed to the public schools in connection with an essay contest offering cash prizes. The subject of the essay was "How to Make Our Homes More Comfortable and Attractive." Twenty thousand manuscripts were submitted.

(Continued on Page 4)



### Season's Greetings

BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

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# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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 439 Penobscot Bldg., Randolph 5500 Edited by E. J. Brunner

## What About 1935?

There will be acceleration of building activity. There will be acceptance of some progressive features by general business and agreed to by big leaders in general business which would have been absurd to mention in, say, 1929.

There will be continuance of "waiting" on the part of many men, but those nearest to the top are not likely to "wait" any longer. The stakes are too big, because if business does not progress during the coming year there will be significant changes made which are not welcome changes. There will be cooperation between the government and big business and the word will go down the line to get into action. That will help the heavy goods industries.

All this will be so unless the Congress upsets the apple cart and that very possibility is the main reason why all the above will be the course of 1935. Business and the administration simply must get together, and action on the part of business is the only thing which will turn the trick.

Dyed in the wool standpatters are going to be discomfited, and "brain trusters" are going to be highly disappointed—so what—well, just watch the "quarterback" backed by business.

## General Contract Depository Mandatory

After January first, the enforcing arm of the Michigan Administrative Agency will be materially strengthened in the matter of depositing duplicate bids on all general contracting work over \$1,000. That is because the long expected official approval of "Minimum Requirements for Rules and Regulations for the Operation of Bid Depositories in the United States for Building Contractors, Inc." has been given by the Construction Code Authority as of Dec. 17, and effective Jan. 1, 1935.

Thus grind the mills, and what does it mean to the Detroit Area whose Bid Depository is the Builders' and Traders' Exchange?

Well, in essence it means the official order (for all sections of the United States) establishing on a permanent basis the Bid Depository regulations under which we have been working since July 20th. The Divisional Code Authority for General Contractors, Inc. notifies that the regulations of the Michigan Administrative Agency have been found to conform to the minimum Code requirements of the Code Authority, and are "hereby officially and

formally approved by the Divisional Code Authority for General Contractors"

"YOU ARE FURTHER ADVISED THAT ALL THE PROVISIONS OF YOUR BID DEPOSITORY REQUIREMENTS ARE MANDATORY AND THAT GENERAL CONTRACTORS WHO FAIL TO FILE DUPLICATES OF THEIR BIDS WITH THE PROPER DEPOSITORY WITHIN YOUR STATE ARE IN VIOLATION OF THE CODE."

That is a significant strengthening, is it not?

There has never been official or unofficial question as to the standing of the Michigan regulations. They were officially approved before being put into operation last July. Nevertheless, there had to be a certain amount of pioneering done.

The Michigan Administrative Agency was among the first, if not the first, to set up Depository regulations, and plans in those States which were first to get into operation were of necessity in a pioneering status, and so were subject to revision to conform to the National "minimum requirements" when they appeared. That the rules under which we have been operating were and are sound is attested by the fact that the regulations which now become mandatory nationally just about check and double check with what has been done in this area.

It has been necessary for the Michigan Administrative Agency to observe some leniency in certain cases where it was proved failure to deposit a duplicate bid was because of some misunderstanding, but the period of education is over, now that these instructions have been received.

With the matter of Bid Depository made mandatory everywhere in the United States through orders from the Code Authority, it is obvious that the Michigan Agency's enforcing arm will be considerably stronger. Further experience may dictate some slight change in the future, but the basic regulations are settled.

It is well to read again the paragraph in capitals given above.

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## CLASSIFIED BUILDING TRADES

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 Cortland. HOgarth 7300.

### Cement Work

DAN BONADEO—15381 Tuller, UNIVERSITY  
 2-9457.

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 Cadillac 9347.

### Lumber and Millwork

DETROIT LUMBER CO.—Main Office: 5601  
 W. Jefferson. Vinewood 1-2090.

GRACE HARBOR LUMBER CO.—Four Yards,  
 HOgarth 1913.

HURD LUMBER CO.—6125 W. Vernor High-  
 way. Vinewood 1-1120.

RESTRICK LUMBER CO.—1000 West Grand  
 Blvd. Lafayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval  
 Ave. Filtroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave.  
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measure of architectural service which will protect his investment and add to the cultural enjoyment and material comfort of his daily life.

Representative architects—sixty of them—from all sections of the country have been called to Washington to conferences now in progress with respect to the immediate establishment of the program in every state in the Union.

In an informal statement to an officer of the Institute concerning this whole program—as it affects the architectural profession—Mr. Colean said:

"In creating its underwriting organization for the system of mutual mortgage insurance, the Federal Housing Administration has taken recognition of the architectural profession in a way which I believe is unique not only in governmental agencies, but in private financial institution as well. It has said in effect that the inspection of buildings, the determination of risks arising from the design and construction, the estimation of building costs, the consideration of the layout of building lots, etc. are matters upon which judgment may be best exercised by the men whose training and experience have been devoted to these endeavors.

"This may seem to be an obvious conclusion, but it is none-the-less the first time that the ability and experience of architects have been fully recognized in the development of an appraisal system for residential property.

"In each of the sixty-one underwriting offices to be established throughout the country will be placed an Architectural Examiner, assisted by a staff of inspectors and estimators varying with the size of the area and the volume of business. In communities which do not have separate underwriting offices and which are too distant to be readily accessible to the nearest office, the functions of the Examiner and his staff will be performed by selected architects working on a fee basis subject to the Examiner for the district.

"Upon the Architectural Examiner will rest the full responsibility for rating the degree of investment risk deriving from the property itself. This includes consideration of such factors as appearance, plan, construction, relationship to the lot, etc. Risk ratings for neighborhood and for relationships of properties and their neighborhoods will be made in consultation with the Architectural Examiner. He will be entirely responsible for checking of construction costs and for the inspection of buildings during construction. His judgment will be called into play whenever questions of land planning in new sub-divisions arise. He will be responsible for the development of construction standards applicable to his community and supplementing those issued by the central office in Washington.

"Knowing the great responsibility which would rest upon these examiners, not only in performing the duties of their specific assignments but in exercising an influence upon the future course of community development, the Federal Housing Administration sought to obtain the services of the most skilled men to be found in the profession. The men were carefully selected by members of the architectural profession and were called to Washington to study the proposed system of mortgage risk rating. This school, as it turned out, was equally useful to the Washington members of the Administration as it was to the newly selected field officers. I am confident that these men, on returning to their posts, will bring great credit both to the Federal Housing Administration, and to the profession of architecture."

Further information with regard to these developments will be published in the December number of *The Octagon*.

Attention of Chapters and Members is called to two valuable publications, to be had for the asking,

by writing to the Federal Housing Administration, Washington, D. C. They are:

Better Housing, a weekly printed bulletin containing valuable information on developments of the whole program; and

Local Chairmen of Better Housing Program Committee, an up-to-date printed list of local committees—for the entire country.

—THE OCTAGON.

## CONSTRUCTION CODE AUTHORITY

*Explanation No. 14—5/31/34*

For the Code of Fair Competition for the Construction Industry—Chapter I

Article II, Section 3—Definitions:  
Member of the Industry.

An insurance company, employing crews of men to make repairs and improvements on buildings and farms owned by the company, is subject to the provisions of the Code of Fair Competition for the Construction Industry.

An insurance company, employing crews of from three to five men, including skilled and unskilled labor, in repair and improvement on farms and buildings owned by the company, desires to know whether it is bound by the provisions of the Construction Industry Code as to minimum wages and maximum hours.

By engaging in this type of work the company becomes a member of the Construction Industry, within the meaning of Article II, Section 3, of the Code, and as such is subject to all of the provisions of the Code, including requirements as to minimum wages and maximum hours.

CONSTRUCTION CODE AUTHORITY, Inc.  
S. F. VOOREES, Chairman

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## ARCHITECTS' REPORTS

**Crane, C. Howard, Inc.**, 112 Madison, RA. 2750.—Contract on store front, 3766 Woodward, let to Geo. Auch & Co.

**Derrick, Robt. O., Inc.**, 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

**Diehl, Geo. F.**, 120 Madison Ave., CH. 7268.—Preparing plans for warehouse. Owners, Trenton Valley Distillers Corporation, Trenton, Mich. Ready for bids in about 10 days.

**Dise, J. Ivan**, 2631 Woodward, CA. 4789.—Plans for Iron Mountain Post Office approved.

**Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate**, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

**Harley & Ellington**, 1507 Stroh Bldg., RA. 9030.—General contract figures being taken on stock house, Goebel Brewing Co., Sherman and Rivard. Bids due Dec. 31st by invitation only. Structural steel on stock house let to R. C. Mahon Co.; glass enamel steel tanks, A. O. Smith Co., Milwaukee.

**Same.**—Taking general contract figures on new Sunday School, First Church of Christ Scientist, Cass and Hancock. By invitation only. Structural steel let to F. E. Pentecost.

**Hughes, T. C.**, 120 Madison Ave., CH. 7660.—Warehouse and garage, 50x100, Toledo, O. Bids taken at Toledo by owner, Lloyd L. Lawless, 316 Floyd St.

**Kahn, Albert, Inc.**, MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

**Same.**—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

**Lewis, I. M., Inc.**, 816 Ford Bldg., RA. 4724.—General contract on alteration to building for Reliable Furniture Co. let to Max Satovsky & Sons; steel work, R. H. Mahon Co.

**Merrit & Cole**, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.

**Same.**—Preparing plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000. Preliminary drawings approved by Board, application made to P. W. A.

**Mueller, G. A.**, 1346 Broadway, RA. 3763.—Plans completed for building for Grand Rapids Brewing Co., Muskegon, Mich. Figures being taken by general contractors, Earl Bekkring, Gd. Rapids, and Stibbard Construction Co., Detroit.

**O'Dell & Rowland**, 90 Stimson Place, TE. 1-4060.—Alterations, moving and raising, 3408 Woodward

Ave., for Harry L. Pierson Estate, Detroit Trust Co., trustees. Contracts not yet awarded.

**Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates**, 606 Marquette Bldg., CA. 3353.—Preparing plans for alteration and addition to distillery, R. Cummins Co.

**Schley, Cyril Edward**, 1123 Lafayette Bldg., CA. 8499.—New theatre and store alteration. Plans will mature latter part of January.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Preparing sketches for court house, Kalamazoo, Mich.

**Same.**—Plans being completed for alteration to store building, Broadway.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, Ia.

**Same.**—Plans for residence, 34x48 with attached studio and garage. Bids taken in January.

**Same.**—Plans for 3 store building, 60x60, Woodward Ave. ready January 4.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Bids for work on Dormitory C of Michigan Home and Training School due Jan. 3. Plans at State Department, Lansing, Mich.

**Wright, Frank H.**, 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. taking figures. Also plans at office of architect.

## TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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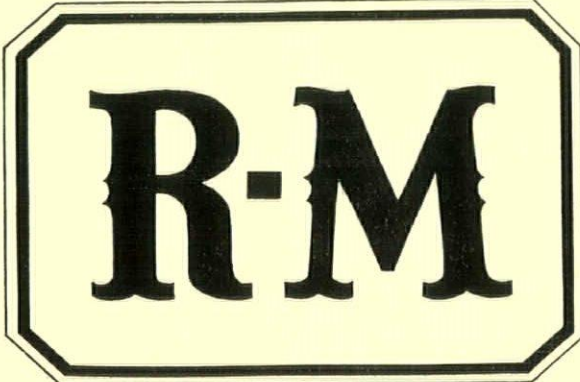
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## WHAT CONGRESS LEFT IN THE PARK

(Continued from Page 1)

*The Architects Take a Hand*

It became apparent very early in this part of the campaign that collections would fall far short of pledges, and activities were of necessity curtailed. At this juncture, however, William George Malcomson, F. A. I. A. and President of the Detroit Building Congress, returned from Florida and grasping the situation said, "It cannot be! The Detroit Building Congress has started something, and the architects as a unit of that body have got to see it through. We are going to put the modernization campaign over in a big way, and the architects are going to do it. We have all got to hang together or we will hang separately. We are going to put a demonstration home in Grand Circus Park."

With much wagging of noggins, the wise heads said, "It can't be done. If you can't collect on pledges already made, how are we as architects going to start anew and accomplish something that will cost many thousands of dollars?"

But they didn't know W. G. Malcomson, and today many architects are busying themselves with alteration projects, who before wondered what the outcome would be.

(To be continued in next issue)

## G. E. COMPETITION

Co-operating with the Federal Housing Administration and to stimulate interest in small home building, Gerard Swope, president of the G. E. Co. announces that his company will sponsor a national competition beginning January 1, 1935, among architects for designs of small homes that will provide the utmost in modern conveniences and livability.

A total of 54 prizes aggregating \$21,000 will be offered to architects and designers. It will be possible for one architect to win awards amounting to \$5000. Demonstration homes will later be constructed in various parts of the country.

"This competition will enable the public to get a new vision of what an inexpensive home can be like in this new era of our national development," Mr. Swope said.

"Science has made great strides in home electrification even thru the depression years. There is no longer any need for the home maker to tire herself out with household labor. Most of it can be done more simply, efficiently, and less expensively by electrical servants. Washing, ironing, sweeping, cooking and washing dishes, can be done electrically at little cost. Great improvements have taken place in the home lighting. The toilsome, troublesome heating problem has been solved, and air conditioning has arrived to make the home healthier, cleaner more comfortable the year around. All of the new advances in the art of living should be made available to everybody, and we are confident that the

architects of the country will be able to show in their designs just how this is to be done in the small homes."

The project has been approved by the F. H. A. and the Bureau of Home Economics of the U. S. Dept. of Agriculture, the American Institute of Architects and the National Association of Real Estate Boards will cooperate in its conduct.

J. F. Quinlan, G. E. Company, New York, has been named as the director of the Competition, with Kenneth K. Stowell, editor of the Architectural Forum as professional advisor.

Further information may be obtained by communicating with Mr. A. A. Shirley, 700 Antoinette Street, Detroit, or the G. E. Company, Schenectady, New York.

## CHAPTER, SOCIETY HEAR HOME LOAN OFFICIALS

At a joint meeting of the Detroit Chapter, A.I.A. and the Michigan Society of Architects Wednesday evening, December 19th at The Chatham, members heard regional and state officials of the HOLC explain some of the ramifications of their offices.

In turn these officials heard the members, and particularly those employed by the corporation as fee inspectors and fee architects.

Mr. Frank Eurich, Jr., State Reconditioning Supervisor, conducted the meeting and, after explaining something of the functioning of his office, called upon Mr. Albert Kahn, State Architect Adviser. Mr. Kahn explained that he would like to obtain a higher fee for inspectors but that the measure was not one from which to make a lot of money, but rather a means to an end, in which the work should be spread as far as reasonably possible.

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TUESDAY, WEDNESDAY, THURSDAY JAN. 1, 2, 3  
William Powell—Myrna Loy in "Evelyn Prentice"  
Performance Continuous New Year's Day, 2:45—11:15 P. M.  
FRIDAY, SATURDAY JANUARY 4 AND 5  
Louise Dresser in "A Girl Of The Limberlost"  
Saturday 11 P. M.—Robert Armstrong in "Flirting With Danger"  
SUNDAY, MONDAY, TUESDAY JANUARY 6, 7, 8  
Jeanette MacDonald—Maurice Chevalier in "The Merry Widow"

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Mr. Hoffman reviewed the working of the Michigan offices and gave an idea of what was ahead, as far as it was possible to tell.

There were talks from many others present, and one of especial interest from Mr. Hallett of the American Architect, since it sounded a note of encouragement for architects. Mr. Hallett has been on an extended tour of the country and is in a position to determine trends. Such contributions are most helpful to the profession, and Mr. Hallett further indicated his spirit of cooperation with the architects by turning over to Mr. O'Dell considerable data on swimming pools, which he had collected on his recent travels. Mr. O'Dell, as you know, is somewhat of an expert on pools, in his own right, having earned his fees over many times before his jobs are started.

Altogether the meeting was a "round-table" in every sense, with the architects showing the old fighting spirit.

### ARCHITECTURAL PROFESSION RECOGNIZED BY F. H. A.

The Federal Housing Administration, in conformity with the exchange of correspondence between President Roosevelt and Administrator Moffett, made public a general outline of the plan of operations under Titles II and III of the National Housing Act, which deal with residential mortgage financing. These portions of the act provide the legal basis for the long-range program of the Federal Housing Administration as distinguished from the Modernization and Improvement Program which, under Title I, has been going on since August 10, and which will terminate by statutory limitation at the end of 1935 unless extended by Congress.

The salient points of the long-range program are:

This is the first time in the history of finance that a uniform basic interest rate has been applied to private capital in the United States. Heretofore both the legal interest rates by states as well as the prevailing rates have varied.

An opportunity to owners of dwellings to re-finance their mortgages on more favorable terms, and to prospective owners to obtain financing on terms comparable to the payment of rent.

Mutual insurance of mortgages on existing or new dwellings in amounts up to 80% of appraised value, for as much as \$16,000, for periods up to twenty years, and with the privilege of payment by regular periodic installments.

Loans on such insured mortgages to be made by lending institutions, such as banks, building and loan associations, insurance companies, and loan and trust companies, which are able to qualify as mortgages approved by the Federal Housing Administration.

Regular periodic payments on principal will be required at a rate sufficient to pay off mortgages at maturity.

It was explained that mortgage loans will not be made by the Federal Housing Administration itself but by the various existing institutions designated as approved mortgagees. An approved mortgagee in a mortgage otherwise eligible for insurance under this Title, shall: (1) be a chartered financial

institution whose activity in the residential mortgage field is principally that of loaning funds under its own control; (2) have succession for not less than twenty years beyond the date of the application for insurance of the mortgage; (3) be subject to supervision by the governmental agencies from which its charter powers are derived; (4) have an unimpaired capital of not less than \$100,000; (5) have its principal office in a city or town of not less than 6,000 population according to the United States Census of 1930; and, in all other respects be responsible and able to service the mortgage properly.

The Officers of the Institute have been in almost daily conference in Washington with officials of F. H. A., with respect to the development of this program in so far as it concerns architecture and the architect.

Administrator Moffett, Deputy Administrators Ardrey and Deane, the Director of the Real Estate and Construction Division, James D. Dusenbury, and the head of the Technical Division, Miles L. Colean, have shown a clear comprehension of the desirability of assuring to the home builder that

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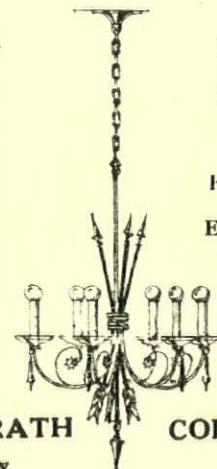
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# WEEKLY BULLETIN

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Vol. 9

DETROIT, MICH., JANUARY 8, 1935

No. 2

## WHAT CONGRESS LEFT IN THE PARK

(Continued from Last Week)

### *The Organization*

The first step was to appoint Branson V. Gamber, President of the Detroit Chapter, A. I. A. and H. Augustus O'Dell, President of the Michigan Society of Architects as joint Chairmen. From this a skeleton organization was formed covering design and every sub-contract trade, with an "Architect in Charge." It was remarked that the array looked like the Allied Architects' Association lined up to do a Los Angeles City Hall, but from this step on it became definitely an architects' venture, proving that they are still leaders in the field.

Each committee chairman was delegated with the responsibility for the work of his sub-contract, with the office of the writer, his being nearest the site, serving as a clearing house, and correlating all the trades. From this office were issued bulletins at intervals to keep the different "architects in charge" posted on what others were doing, to prevent over-lapping.

### **Architects' Luncheon**

32nd Floor, Union Guardian Building  
Private Dining Room  
Southwest Vista  
Tuesday, January 8th, 12:30 p. m.

At first there was a question in the minds of many architects as to whether the house might not be considered by the public as a "Model House" sponsored by the architects. This was soon dispelled, however, on the grounds of "altruism." The word, while very much over worked, is the only one that expresses the way the architects felt on entering this undertaking. They expected only to create a little employment in the building trades, to sell a little material and few, if any, architects could see how it was going to benefit them. Results later proved that sometimes altruistic notions pay.

### *How It Was Paid For*

The next step was to secure permission from the Common Council and the various city departments. This was surprisingly easy. The Council by resolution authorized the use of the site in Grand Circus Park for thirty days. The Department of Buildings

granted a temporary permit and supplied a list of small houses that had been condemned. The Police Department assigned patrolmen to be on duty full time, day and night. The Welfare Department supplied some labor, the Department of Parks and Boulevards, the Lighting Commission, the Department of Street Railways and others cooperated.

Everything in the house was donated—even the labor. This was accomplished by interesting the various member organizations of the Detroit Building Congress. Most of the sub-traders were taken care of completely by an organization, such as the carpenters. They, in turn, assessed each member a small amount. In certain instances, however, contributions were made by individual firms and the only return held out to them was the publicity and inquiries. Their names were placed on circulars distributed and on signs at the building.

In some cases assessments were made for exhibiting fixtures, as for example lighting fixtures and all other movables that entailed little labor, and which could be removed without loss. These items came under the head of "Advertising Equipment" and were in charge of a most competent salesman, who also worked without compensation. There were certain expenses such as printing and a full-time superintendent which had to be paid for in cash. This was a very delicate matter, however, and President Malcomson handled it with great diplomacy. "In no sense," he said, "are we selling space, since we are operating on city property, and purely on sufferance." The firms so contributing did so only on the grounds that they were paying a part of the cost involving cash out-lay. In return they were permitted to have present their representatives to demonstrate their equipment and to take names of prospects.

As soon as the project was published we were besieged with representatives of various products who were willing to pay for the privilege of exhibiting. For these concessions fees of from \$10.00 for an electric fan to \$150.00 for a refrigerator were charged. Other items under this head were, plumbing fixtures, stove, linoleum, furniture, etc. No profit was made on these items, and none was intended.

(Continued on Page 4)



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;

Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Flier, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

## Bargaining

Suppose one could buy a suit of clothes the way one "buys" a \$50,000 building—

He would go first to a designer of clothes (architect) and this designer would call in some button maker to submit shop drawings of buttons—the button man would tell some designer friend of his about the job and this designer would go to the "owner" and try to get the job away from the first designer.

Then the second designer who is going to get half the commission the first one would have decides to have a general tailor give him a preliminary estimate and in order to get a good one he implies that the job is likely in the bag for the general tailor. The first designer not to be outdone, does the same thing and at the same time gives the owner important concession on his fee.

Now we will say that the first designer after this preliminary wrestling match holds the job which now breaks for figures, one being already in. He says he would dearly like to have that general tailor get the job and go right to work, but that the owner wants some competitive bids—and so practically every able bodied general tailor in town gets a set of the drawings of the proposed suit of clothes and then the fun starts.

Every pants stitcher, fly cutter, bottom hemmer, busneman, vest maker, lining maker, and suppliers of cloth in the city now gets in touch with one or more of the general tailors and figures on the suit plans and specifications. And several and sundry bargainings are under way right merrily.

Then the general tailors having had a date set by the designer for all their bids to be in cause the sub tailors to be notified and they submit bids to every one of the generals—some of them considering that their bid is merely a jumping off place for some high grade bargaining.

The general tailors take all these figures and submit by the last moment a bid to be presented to the designing tailor who in turn opens these generally with the owner.

The owner then says the price is too high and besides he doesn't like the lowest bidder. So some more bargaining gets under way and very likely the designer throws out silk lining and substitutes cotton and calls for new bids which causes the whole process to be done over again.

By this time the conflict has reached such a fever among the competitors that they all forget that they cannot live forever on losses, and the figuring is done with the sharpest of pencils.

Not only pencils are working but also super salesmanship of a hundred varieties and in many places. The designer keeps telling the owner that after all no matter how it turns out he will hold the general tailor to the plans and specifications and finally an unlucky general tailor gets the job.

After he gets the job he calls in certain button stitchers, etc. and tells them that they will have to knock off ten per cent, but that he knows that they know how to make four stitches do the work of six so what—

And so finally the work starts and each one of the subs files a notice with the owner that if he is not paid he will lien on the suit. This causes anxiety to the owner who runs to the designer saying, "Is not that general tailor a responsible man?" The designer hastens to assure him that the notices don't mean anything, being but a ritual of the industry and besides that he has thoughtfully seen to it that the general tailor has been bonded so that if he does not finish the suit a bonding company will be bound to see to it that it is finished.

While it is no longer clear in the owner's mind about how the suit will turn out, he decided that it will be better to keep his health than to try to figure out what is being done, but he does decide on having a zipper fly instead of buttons and this causes many headaches in certain parts of the industry. But the zipper manufacturer finally fixes things up and the button man installs the zipper.

And the funny part of it is that the suit turns out O. K. The designing tailor sews his name in it and turns over the key to the zipper. There were a few extras, to be sure. But it is all there, apparently just as specified. It is true that no one in the industry made any money because they all worked for number one. They were all rugged individualists. After the job was all done they all went to a big banquet and listened to presser tell them what was wrong about the coal and ice business. And oh, yes—the women who sewed seams and buttons didn't get very high wages.

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### The Opening

On July 1 the Demonstration House was opened with impressive ceremonies by Governor Wilbur M. Brucker, Mayor Frank Couzens, W. G. Malcomson and other notables. The section was jammed with people waiting to be admitted, and within the first hour 1200 people had passed through the house. This, it was supposed, would subside, but the crowds continued to file through in a steady line.

### Operation

A Committee on Information in charge of G. Frank Corner, A. I. A. was delegated to operate the house.

There having been no precedent for any such enterprise, it was necessary to evolve a tentative Plan of Operation, subject it to the test of actual use, revise it as developments and the queries of the public dictated and make such changes in and additions to the system of operation as would make it function best.

After some consideration, it was decided to have Open Hours daily from 9 A. M. to 9 P. M. (12 hours) and to divide each day into three periods of four hours each. No. 1 from 9 A. M. to 1 P. M., No. 2 from 1 to 5 P. M. and No. 3 from 5 to 9 P. M. This was so laid out because we felt that we did not want to ask any one man to serve long periods at the expense of his own business. As a matter of fact several of the men did two or more periods at a stretch.

We estimate that approximately 300,000 visited this Modernized House, many of them reappearing several times.

This Committee was composed entirely of volunteers who, as individuals, served anywhere from two to sixty hours each, the average time per man being thirteen hours.

It was found at the beginning of the enlisting period that it was practically impossible to schedule the entire month in advance with three men a day, because few were able to say that they could be depended upon as far away as three or four weeks. The schedule was therefore made up for a week at a time only with the result that very few changes or substitutions were requested or necessary.

As an incentive, architect on duty got such prospects as required architectural services, and many were well repaid.

For the guidance of these men, the Chairman had prepared a set of general instructions prior to the opening but the latter's three days experience at the house when it was first opened, together with other suggestions brought out by various men indicated changes and additions, which were quickly made.

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With these instructions, which were kept at the house, and the Chairman's request to each man that he arrive ahead of time and by lapping over his predecessor to personally see the system in operation, it was possible to operate with a minimum of confusion, when it is considered that each new man came practically unprepared save for a conversational description of the work from the Chairman. The instructions included a statement of general policy, hours of operation, duties of the men, individual prices of some of the materials in the house (no total price was ever available), method of handling inquiries, etc.

We did not attempt high-pressure selling methods, demanding pledges, etc. but depended on the attractiveness of the house itself to subtly "sell" the visitors on our purpose. It was our experience that even where a discreet aggressiveness was used by the man on duty, some of the prospects gave false addresses which leads us to believe that the reports of other cities that they have pledges for certain amounts will be found to require considerable discounting, to say the least.

(To be continued in next issue)

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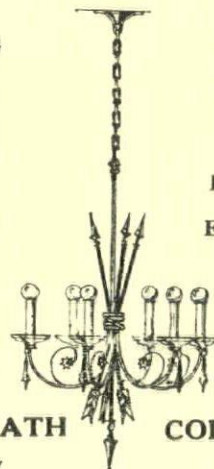
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## NOTICE TO GENERAL CONTRACTORS

### Also For Information of Architects, Engineers, Owners and Other Awarding Authorities

Effective January 6, 1935, a fee of 25c per bid shall be paid by each General Contractor (Building Division) to the Official Bid Depository (Builders' & Traders' Exchange, 439 Penobscot Building, Detroit, Michigan) at the time a duplicate of the bid is filed for work in Wayne, Oakland, Macomb, or Monroe Counties.

"Minimum Requirements for Rules and Regulations for the Operation of Bid Depositories in the United States for Building Contractors, as established by the Divisional Code Authority for General Contractors, Inc., and as approved by the Construction Code Authority on December 17, 1934" became effective nationally on January 1, 1935.

The plan for operation of General Contractors' Bid Depositories in Michigan, which was approved last July and became operative in the above four counties, has been found to conform to the minimum requirements of the Construction Code Authority, and in connection with issuance of the minimum requirements is officially and formally approved by the Divisional Code Authority for General Contractors, Inc.

In their letter of transmittal, the Divisional Code Authority for General Contractors, Inc. says "You are further advised that all the provisions of your Bid Depository requirements are mandatory and that General Contractors who fail to file duplicates of their bids with the proper depository within your State are in violation of the Code."

Depositories in other territories of the State than the above will be established at the earliest possible date and notice of their establishment published.

Michigan State Administrative Agency  
for the Divisional Code Authority  
for General Contractors, Inc.  
RALPH A. MacMULLAN,  
Secretary.

## LE BRUN COMPETITION

Applications for the 1935 Le Brun Scholarship Competition have not been very numerous, due to lack of funds for publicizing it.

Will you make every effort to place information regarding this Competition in the hands of the younger men through your members.

The closing date for the return of Nomination Blanks has been postponed until January 17th. The issuance of the programme and date of rendezvous will be about one week later than originally announced.

WILLIAM F. LAMB, Chairman  
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## WHAT CONGRESS LEFT IN THE PARK

(Continued from Page 1)

### The Moving

The organization perfected and financial success assured, the next step was to move the house. For this a Moving Committee was appointed who enlisted the assistance of a moving company, the Associated General Contractors and others who furnished labor and equipment. Although the house was small, approximately 20 by 42 feet, it was necessary to cut it into three sections in order to load it on a carry-all and get it through the downtown section quickly and without any congestion of traffic.

And so, within a stone's throw of the Michigan Central Station, the moving squad assembled and promptly at midnight the first section began its journey, preceded by a crew from the Department of Street Railways who raised the trolley wires at intersections, and Branson V. Gamber, President of the Detroit Chapter, A. I. A. directing traffic. When the load was well on its way the detail of architects rushed to the office of Robert O. Derrick to charette on a huge sign which was placed on the building promptly on its arrival. Within a few hours the first inquiry was received and, as surprising as it may seem, required the services of an architect.

### Modernization Begins

This performance was repeated on the second midnight, and the third, when all three sections were in place. By this time the "architects in charge" of sub-contracts had their work well in hand and the modernization proceeded with dispatch. Meetings were held at intervals, the work dove-tailed perfectly, and within three weeks the house was ready to open. The house was completely modernized inside, but about one-half of the exterior was left in its original state to show by contrast what had been accomplished.

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## ARCHITECTS' REPORTS

**Derrick, Robt. O., Inc.**, 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

**Diehl, Geo. F.**, 120 Madison Ave., CH. 7268.—Preparing plans for warehouse. Owners, Trenton Valley Distillers Corporation, Trenton, Mich. Ready for bids in about 10 days.

**Dise, J. Ivan**, 2631 Woodward, CA. 4789.—Plans for Iron Mountain Post Office approved.

**Donaldson & Meir**, 1601 Washington Blvd. Bldg., RA. 1446.—Preparing plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward.

**Same.**—Contracts awarded on alteration to residence for C. J. Posselius, 246 Burns Ave. Masonry—Martin Krauseman Co.; carpentry, Korneffel Co.

**Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate**, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

**Harley & Ellington**, 1507 Stroh Bldg., RA. 9030.—General contract figures closed on stock house, Goebel Brewing Co., Sherman and Rivard.

**Same.**—Taking general contract figures on new Sunday School, First Church of Christ Scientist, Cass and Hancock. By invitation only. Structural steel let to F. E. Pentecost.

**Hughes, T. C.**, 120 Madison Ave., CH. 7660.—Warehouse and garage, 50x100, Toledo, O. Bids closed.

**Kahn, Albert, Inc.**, MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

**Same.**—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

**Mason, Geo. D. & Co.**, 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward.

**Same.**—Bids closed on finishing of 3rd floor of Y. W. C. A. Building, Woodward and Winona Aves.

**Lane, Davenport, Inc.**, 610 Donovan Bldg., CH. 6747.—Preparing plans for City Hall, Benton Harbor, Mich.

**Merrit & Cole**, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.

**Same.**—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

**O'Dell & Rowland**, 90 Stimson Place, TE. 1-4060.—Alterations, moving and raising, 3408 Woodward Ave., for Harry L. Pierson Estate, Detroit Trust Co., trustees. Contracts not yet awarded.

**Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates**, 606 Marquette Bldg., CA. 3353.—Preparing plans for alteration and addition to distillery, R. Cummins Co.

**Schley, Cyril Edward**, 1123 Lafayette Bldg., CA. 8499.—New theatre and store alteration. Plans will mature latter part of January.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Preparing sketches for court house, Kalamazoo, Mich.

**Same.**—Plans being completed for alteration to store building, Broadway.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg.—Sketches for alteration to Woodward Avenue Baptist Church.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, Ia.

**Same.**—Plans for residence, 34x48 with attached studio and garage. Bids taken in January.

**Same.**—Plans for 3 store building, 60x60, Woodward Ave. ready January 4.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Dormitory C of Michigan Home and Training School under construction.

**Same.**—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

**Wright, Frank H.**, 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Bids closed.

## TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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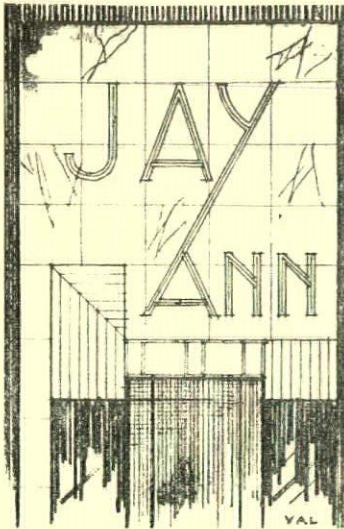
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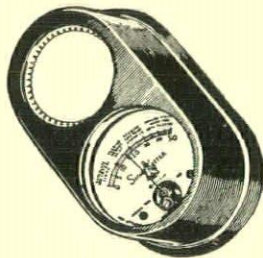
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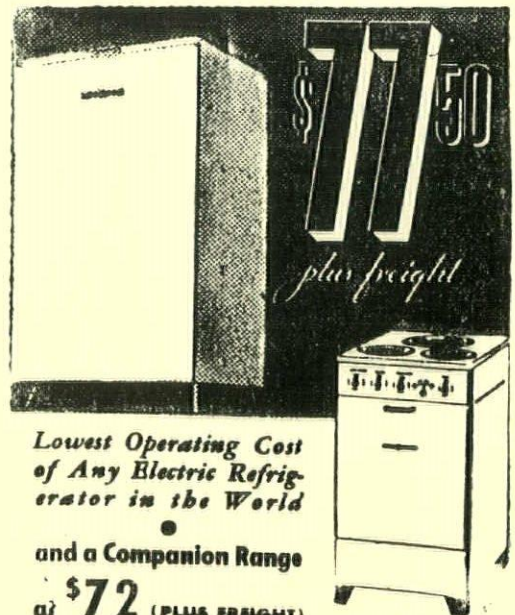
A well-planned building today must have good lighting. If decorative fixtures are used, it is important that they furnish LIGHT as well as decoration. Too often, such fixtures are chosen chiefly because they are ornamental or attractive, instead of being considered as what they were originally intended—as sources of light. If you are in doubt as to the quality of the lighting in a building, a Sight Meter will quickly check the adequacy of illumination at any place in a room—as accurately as a thermometer measures heat. You are invited to use one at any time, without charge or obligation. Call Randolph 6800 and ask for the Lighting Division.

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Vol. 9

DETROIT, MICH., JANUARY 15, 1935

No. 3

## ARCHITECTS AND ENGINEERS ATTENTION!

It appears probable that the new Congress will be asked to approve of a large new Public Works programme to relieve existing unemployment in the Building Industry and to supersede, at least in part, the present dole system. It is to be assumed that Michigan will get her rightful share of such funds for such work to be done within the State. It may further be assumed that our Legislature and Municipal Authorities will eventually take the necessary action to permit this plan to be promptly and effectively introduced throughout the State immediately after definite action by the Congress.

Believing that the Architect, Engineer and Contractor all have proper and necessary places in such a programme, it is urged that the Congress, as well as the State Legislature and all Municipal Bodies having jurisdiction, be asked to include very definite provisions in any Legislation passed for a far and just distribution of this work among the recognized members of the Building Industry.

### Architects' Luncheon

32nd Floor, Union Guardian Building  
Private Dining Room  
Southwest Vista  
Tuesday, January 15, 12:30 p. m.

It is urged, therefore, that such work which shall include making of all necessary plans and specifications for the providing of adequate supervision and field work, be given to Architects and Engineers on a basis of the recognized and established fees for the several classes of work, rather than upon any basis of force account or day labor, and further that all construction work be let to recognized contractors

**upon a competitive bid basis in accordance with the Construction Code, rather than on any basis of force account or day labor.**

If the present policy of Washington is continued, architects and engineers will be employed for from \$35 to \$45 per week; if what we propose is approved, they will be employed on a fee basis and be allowed to stay in business.

**We suggest writing (if you cannot personally contact) the members of the Congress and Legislature from your district requesting that they insert in proposed legislation the employing of architects and engineers on a regular established fee basis, rather than on the dole wage as has been done in so many cases in the past.**

To date Washington's policy has been to increase its bureaus and take over architectural and engineering professional duties. If you wish to do something for yourself and the profession, and stay in business instead of working by the week, write the members of the Legislature from your district, as indicated above, and do it at once. Also, if possible, have other members of the Building Industry write. The Legislature can regulate this if properly informed. Please do your share. Your help is needed now.

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# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;  
 Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

## The Upturn

The most significant aspect of 1934 construction in the City of Detroit is not expressed in figures. It is expressed in these few words which may well be written in capital letters; FOR THE FIRST TIME SINCE 1926, BUILDING VOLUME FOR DETROIT SHOWS AN INCREASE OVER THE PRECEDING YEAR.

Nineteen twenty-six produced a money valuation of \$183,721,438 for building permits issued by Detroit. That was the peak for all time. From then on the volume dwindled. In 1929, the last pre-depression year, it had sagged to approximately 101 million dollars which is quite a slide down hill. The next year dropped the volume to \$48,000,000 and in 1931 it dropped to \$23,000,000—very big percentage drops. In 1932 it dropped to \$8,682,943 and in 1933 to \$3,945,765.

The per cent of rise of 1934 over 1933 is startling. The volume in 1934 being \$8,836,558 or slightly over what it was in 1932, you can see that 1934 is considerably over 200 per cent of 1933. Please note that 1934 is the best year since 1931.

Of course in considering actual cubic footage volume these figures do not tell all the story because the factor of costs enters in. This is not a statistical review and so we shall be content merely to point out that costs are not so high as they were in that distant peak year and consequently each dollar expended in 1934 represents more cubic footage than the dollar expended in 1926.

Taking the year 1934 for the beginning of an upward trend, the general thought of Detroit's construction industry is that 1935 will continue the upward trend. Several factors lead to this belief. During 1934 the building contingent upon widening Woodward Avenue contributed to the total quite materially as anyone who drove down that street would surmise. There will be at least the same amount done on that street during 1935 unless the unexpected happens.

Another item which may swell the volume out of all proportion to 1934 is the slum clearance project. Project may even be spelled plural before the end of the year. Of course that volume will be concentrated, but it will make the statistics jump wonderfully.

But the thought of the industry is naturally concentrated more upon the possibilities of private building and here again there is every evidence of increased volume. Title two of the FHA is bound to loosen mortgage money. There will be concerted effort to get private home building started and there is an actual shortage of homes of certain classes. This type of building is always healthy in producing employment and use of materials. In

the past it has not been an appreciable boon to the contracting part of the industry, but the new type of long term amortized mortgage may change this.

Factory remodeling and expansion programs are bound to account for more activity in 1935 than they did in 1934. Of course not all this work is reflected in figures for Detroit, but we must remember that Dearborn is a very near neighbor and whatever breaks there is of direct interest to Detroit. As a matter of fact the construction of Dearborn if added to Detroit's figure for 1934 would boost it materially.

The HOLC very probably will be continued with a \$2,000,000 appropriation from Congress and the average contract of repairs on such jobs runs approximately \$200. Besides this there is the modernization program of the FHA which certainly will add to the total for next year way and above what it did in 1934.

Factory employment will lead to stores doing more business and many stores and other commercial buildings are down at the heel or inadequate for their use.

In summary it may be said that the biggest determining feature of what is in store for 1935 outside of government financed work will be the return of more confidence to business. If Congress should by any action cause a relapse of confidence, we may not expect so large a volume.

## ANNUAL MEETING

The annual meeting and election of directors of the Builders' and Traders' Exchange will take place January 15. The election is by ballot of active members, the polls being open from 9 A. M. until 3 P. M. At three P. M. the annual meeting takes place. The members have been given notice of four amendments to the by-laws to be voted upon at the annual meeting. The Exchange holds open house for its members, and a large attendance is expected.

### Dinner for Directors

Wednesday evening, January 9 President Edwin Kriehoff entertained the past year's and the present directors of the Exchange, dinner at the D.A.C. Needless to say an enjoyable time was had by all present. Present were Dr. Julius Clippert, president in 1933; Edward Horning, president in 1934; Otto Sauer, Harry Culbertson, and William Seeley, directors during 1932-33; and A. F. Pudrith, Walter Trowell, Mason Rumney of the present board besides Edwin Kriehoff and E. J. Brunner, secretary of the Exchange. Directors Claude Filer, Edwin Schroeder, Roy Boomer, and Albert Beever were absent, being confined at home with sickness.

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GRACE HARBOR LUMBER CO.—Four Yards,  
 HOzarth 4913.

HURD LUMBER CO.—6425 W. Vernor High-  
 way. Vinewood 1-4120.

RESTRICK LUMBER CO.—1000 West Grand  
 Blvd. Lafayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval  
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sions, if their case is to be heard.

This has more than a selfish import. It means that in technical matters which affect the State or Nation, those qualified to speak must champion their adoption and must muster enough authority to make the layman heed.

Edwin C. Hill (Detroit Times, Jan. 9) recounts the struggle of a great engineer. Col. Robert Bradford Marshall, one time head of the National Geographic Survey, in his efforts to have adopted a national plan for the conservation and utilization of natural resources which were being wasted; "the impounding of water then going to waste; an integration of power and irrigation developments; a study and gradual development of power sources in accord with economic needs; an integral plan of flood control as a derivation of water conservation; a study of soil erosion and protection against it, as a detail of all the foregoing."

Col. Marshall submitted his plan to the federal government shortly after the World War. In 1920 he campaigned for a similar plan for the State of California. This year, fifteen years later, the California plan has been legally adopted almost in its entirety.

Mr. Hill concludes that the "great national plan of today with all its derivations in the Mississippi and Tennessee Valleys would be meaningless and doubtless undreamed of, had it not been for the three decades of patient work by that kindly, aloof and visionary Virginian."

Is it not conceivable that an organization of technical men whose qualifications, integrity and sheer numbers command respect, could have by their aggressive interest considerably hastened the practical realization of this dream? Have we not many local and state problems of a similar nature, which demand attention but whose solution has been delayed or thwarted because there has not been focused upon them the concerted effort of those who are best qualified to speak of their merits? If we are indifferent in such matters, how can we expect intelligent understanding or action on the part of the lay public?

The answer is obvious. Every effort should be bent towards creating an effective voice for technology. A. T. S. and D. E. S. have pioneered in the task and have accomplished much in the face of lethargy and disinterestedness—and sometimes unwarranted criticism. The moment is propitious for an extension of their usefulness and for a strengthening of their voice.

#### CALENDAR

Jan. 15.—Illuminating Engineering Society at Detroit Edison Auditorium at 8 P. M. Speaker: E. W. Beggs, Westinghouse Lamp Company. Subject: "Submarine Treasure Hunting with Underwater Lamps."

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Jan. 18.—Detroit Engineering Society at Clubhouse at 8 P. M. Dinner at 6:30 by reservation. Speaker: Mr. Bennett Chapple, Vice-Pres. American Rolling Mill Co. Subject: "Steel Housing." Also a talking picture by Lowell Thomas entitled "The House of Tomorrow."

Jan. 22.—American Institute of Electrical Engineers at Michigan Bell Telephone Auditorium. Speaker and subject to be announced later.

Feb. 4.—Regular monthly meeting, A. T. S. Council at 5 P. M. These meetings are open to anyone who is interested. Your support and suggestions will be welcomed. Dinner at 6:30 by reservation.

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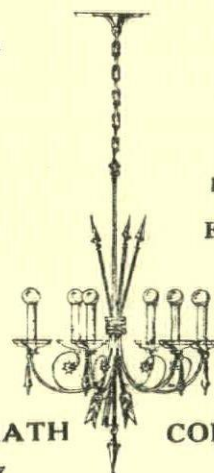
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## ASSOCIATED TECHNICAL SOCIETIES OF DETROIT

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478 Alexandrine Ave., W., COLUMBIA 5320

Edited by CLAIR W. DITCHY

### TECHNICALITIES

The first meeting of A. T. S. Council for the year of 1935 was held on Monday, January 7. The newly elected officers who will administer the affairs of the Council during the coming year are as follows:

Harvey M. Merker, chairman; David Segal, vice-chairman; Wm. B. Stratton, treasurer; E. L. Brandt, secretary.

The greater part of the meeting was devoted to a discussion of the objects of the organization, its past accomplishments, its future possibilities and a further consideration of the formation of a new technical organization which would assume and extend the present functions of, and supplant both the Associated Technical Societies and the Detroit Engineering Society. The culmination of this discussion was the appointment of a committee to revise and to devise ways and means to effect the creation of a new technical society.

The work of the special committee appointed several years ago to prepare a plan for the formation of such a society was reviewed by Mr. A. A. Meyer. At that time a series of weekly meetings extending over a period of four months covered the matter very thoroughly and offered a plan which was found acceptable to eighteen of the nineteen societies which were represented on the committee.

Although the plan was adopted almost unanimously, it was realized that existing conditions were very unfavorable for the successful launching of the new organization. Believing that the desired impetus and enthusiasm necessary to project a new society could not be attained at that time, a "transitional plan" was prepared which was intended to pave the way for the ultimate formation of the new society by gradually assuming and developing the major functions which were contemplated for it.

An "interim committee" was provided for, which would include a representative from each constituent society. Up to this point, Mr. Branson V. Gamber had acted as chairman of the committee and he was elected chairman of the Interim Committee. Because of pressure of private affairs, Mr. Gamber found it necessary to resign from this position and no one was found who had the time for and was willing to accept the burden of this assignment.

So matters have rested.

In the meantime, A. T. S. has carried on and likewise D. E. S. has continued to function. Both societies, it is felt, can point to distinct contributions to the welfare of the technical man, but because of serious handicaps imposed by existing conditions, neither organization has been able to fulfill adequately its mission.

A very frank discussion of the need for such an organization which would represent all of the special groups which may be classed under engineering—the latter word being used in its broadest sense—revealed that the great majority of the councillors was convinced of the value of such an organization and among the many advantages set forth, one may with propriety be discussed at length, namely, to promote the welfare of the technical man and to improve his status in our present economic policy.

The authority and influence which accrues to any organization which represents a considerable group, is too obvious in current affairs to require a defense or explanation; stated conversely, and factually as far as the technical man is concerned, the lack of authority, prestige and even respect (not to speak of adequate and just consideration) which is the lot of those who today are not effectively organized, is too stupid a condition to tolerate. Organization is the spirit of the day. The record of success of the various codes is based on this principle. There must be some integrating society to unify and give identity to the technical profes-

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## ARCHITECTS' REPORTS

**Agree, Charles N.**, 1140 Book Tower, CA. 9263.—Alteration to Majestic Ball Room, Woodward and Watson, Watson Realty Co., owners. General contract and mechanical trades let to Martin & Krausmann Co.

**Derrick, Robt. O., Inc.**, 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

**Same.**—Alteration and repairs to residence for Arthur Gardner, Lake Shore Road, Grosse Pointe Farms. General Contractor—Walter Trowell, figuring.

**Diehl, Geo. F.**, 120 Madison Ave., CH. 7268.—Supervising architect for alteration to store building, 1051 Woodward Ave. for the Grayson Shops. Leichenko & Esser, Chicago, Architects. Bids by invitation at Detroit office.

**Same.**—Plans ready on warehouse for Trenton Valley Distillers Corporation, Trenton, Michigan. Bids by invitation.

**Dise, J. Ivan**, 2631 Woodward Ave., CA. 4789.—Bids for Iron Mountain Post Office due Jan. 11 at Superintendent's Office in Washington.

**Donaldson & Meir**, 1601 Washington Blvd. Bldg., RA. 1446.—Preparing plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward.

**Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate**, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

**Harley & Ellington**, 1507 Stroh Bldg., RA. 9030.—General contract on stock house, Goebel Brewing Co. let to Otto Misch Co.

**Same.**—Taking general contract figures on new Sunday School, First Church of Christ Scientist, Cass and Hancock. By invitation only.

**Hughes, T. C.**, 120 Madison Ave., CH. 7660.—Warehouse and garage, 50x100, Toledo, O. No contract let as yet.

**Kahn, Albert, Inc.**, MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

**Same.**—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

**Mason, Geo. D. & Co.**, 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward.

**Same.**—Bids closed on finishing of 3rd floor of Y. W. C. A. Building, Woodward and Winona Aves.

**Same.**—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

**Lane, Davenport, Inc.**, 610 Donovan Bldg., CH. 6747.—Preparing plans for City Hall, Benton Harbor, Mich.

**Merrit & Cole**, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich.

held over for about a month.

**Same.**—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

**O'Dell & Rowland**, 90 Stimson Place, TE. 1-4060.—Alterations, moving and raising, 3408 Woodward Ave., for Harry L. Pierson Estate, Detroit Trust Co., trustees. Contracts not yet awarded.

**Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates**, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

**Schley, Cyril Edward**, 1123 Lafayette Bldg., CA. 8499.—New theatre and store alteration. Plans will mature latter part of January.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Preparing sketches for court house, Kalamazoo, Mich.

**Same.**—Plans being completed for alteration to store building, Broadway.

**Same.**—Sketches for alteration to Woodward Avenue Baptist Church.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, Ia.

**Same.**—Plans for residence, 34x48 with attached studio and garage. Bids taken in January.

**Same.**—Plans for 3 store building, 60x60, Woodward Ave. ready January 4.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Dormitory C of Michigan Home and Training School under construction.

**Same.**—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

**Wright, Frank H.**, 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Bids closed.

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While most of their work has been in Grosse Pointe they have also done work throughout the city. One of their most recent awards was the home of Mr. George W. Mason, President of the Kelvinator Corporation, from the office of J. Ivan Dise. They have also been awarded the contract on a residence for Mr. Ernest C. Kanzler from the office of Robert O. Derrick and that of Mr. Charles H. Sill from the office of George D. Mason & Co.

In fact, the list of work done by this firm reads like the Who's Who of Detroit and environs, from the best architectural offices.

### CHAPTER-SOCIETY MEETING

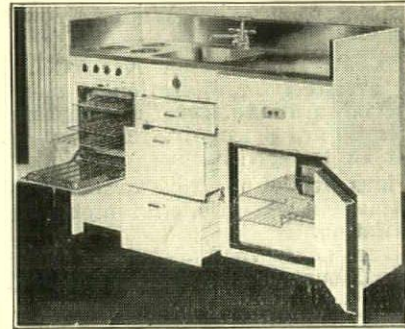
In place of the regular January meeting, the Detroit Chapter, A. I. A., and the Michigan Society of Architects will have a dinner at the Art Club of the Cranbrook Academy of Art, Thursday evening, January 17, to which the ladies are invited.

The guest of honor will be Ely Jacques Kahn, F. A. I. A., noted American architect, of New York, who will give a lecture that evening in the New Pavilion on Lone Pine Road, on the subject of "Design and Education in Design in America, Europe and Asia." Mr. Kahn has recently returned from a round-the-world trip gathering the information contained in this lecture.

Dinner will be served at 6:30 sharp at 75c per plate. Reservations must be in the hands of your committee not later than Wednesday morning, January 16. Call Arthur K. Hyde, MA. 0803.

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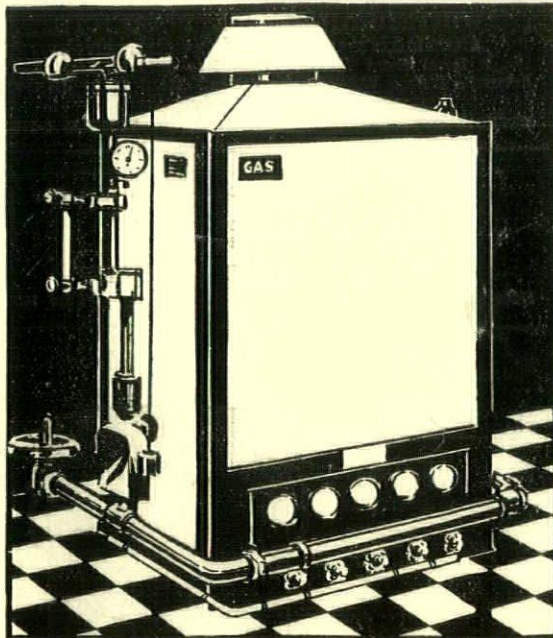
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Vol. 9

DETROIT, MICH., JANUARY 22, 1935

No. 4

## DETROIT CHAPTER, A. I. A. COMMITTEES

*Named by President Palmer*

C. William Palmer, president of the Detroit Chapter of The American Institute of Architects, has announced the appointment of Chapter committees for the year 1934-35 as follows:

Notification has been sent to all committee chairmen. No other notification will be sent to committee members, and unless they are heard from to the contrary it will be assumed that they are willing to serve.

### STANDING COMMITTEES

**Publicity**—Herbert G. Wenzell, chairman; Arthur K. Hyde, Lancelot Suckert, Ralph W. Hammett.

**Membership**—Milton Pettibone, chairman; C. Kenneth Bell, John C. Thorton, Geo. M. McConkey, James A. Spence.

**Exhibitions**—Almedeo Leone, chairman; Wirt C. Rowland, Emil Lorch.

**Lecture and Program**—Arthur K. Hyde, chairman; Wells I. Bennett, Talmage C. Hughes.

**Professional Practise**—Branson V. Gamber, chairman; Henry F. Stanton, Herbert G. Wenzell, George J. Haas, A. F. Herman.

**Competitions**—Adolph Eisen, chairman; Richard H. Marr, Aloys Frank Herman.

**Relations to the State Board for Registration**—Geo. D. Mason, advisor; Richard H. Marr, Frank Eurich, Jr., Walter E. Lentz, Herbert G. Wenzell.

### Architects' Luncheon

32nd Floor, Union Guardian Building  
Private Dining Room  
Southwest Vista  
Tuesday, January 22nd, 12:30 p. m.

### SPECIAL COMMITTEES

**Riverfront Development**—G. Frank Cordner, chairman; Wirt C. Rowland, Eliel Saarinen, advisor.

**Architects and Contractors Joint Committee**—Henry F. Stanton, chairman; H. J. Maxwell Grylls, David H. Williams, Jr.

**Detroit Building Code**—Walter E. Lentz, chairman; Leroy Lewis, Fred A. Fairbrother.

**Public Works**—Frank Eurich, Jr., chairman; H. J. Maxwell Grylls, N. Chester Sorenson.

**Architectural Guidance**—Wirt C. Rowland, chairman; David H. Williams, Jr., Lancelot Suckert, Branson V. Gamber.

**Liaison Committee with City Plan Commission**—Herbert G. Wenzell, chairman; William E. Kapp, Marcus R. Burrowes.

**Associated Technical Societies**—William B. Stratton, Claire W. Ditchy.

**Construction League Representatives**—Alex M. Donaldson, chairman; H. J. Maxwell Grylls, William D. Cuthbert (for Ann Arbor).

**Chapter History**—Marcus R. Burrowes, advisor; Claire W. Ditchy, Arthur K. Hyde.

**Producers' Council Liaison Officer**—Talmage C. Hughes.

**Building Congress Representatives**—William G. Malcomson, Branson V. Gamber.

**Housing Conference Representative**—G. Frank Cordner.

**Educational Committee**—Emil Lorch, chairman; Branson V. Gamber, Arthur K. Hyde.

**Community Fund Budget**—Robert O. Derrick, chairman; Andrew R. Morison, Adolph Eisen.

## THUMB TACK CLUB ATELIER

The latest design problem, "A Church for a Summer Colony," was judged last Tuesday evening by a jury of three, Mr. Howard Simmons, Mr. Lewis Simpson, and Mr. Milton Williams. The jury was greatly pleased with the showing and felt that the general average of the problems was very good.

The results of the judgment were:

### FIRST MENTION:

Victor Basso  
Earl Pellerin  
Malcolm Stirton

### MENTION:

Ellsworth Ellwood  
George Wright

### QUARTER MENTION:

William Johnson

The Critic on this Problem was Mr. Wirt Rowland and the Atelier heartily thanks him for his excellent guidance and instruction.

The subject of the next problem is "An Open Air Museum" and the essquisse will be given Saturday, January 12th.

The class in Perspective Delineation under Mr. Frederick Crowther resumes again next Monday evening at 8:30, January 14th, and everyone interested is invited to attend.



# BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kreighoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;  
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

## Year's Problems Settled

Troubles for 1935 have been discounted, the answers to the main problems have been written. The whole industry is ready for "more go-ahead." In short the annual meeting of the Builders' and Traders' Exchange passed into history on Tuesday after a busy 8-hour performance.

Over 300 prominent men in the industry checked through the gates and most every one partook of the damfine sandwiches and the authoritative punch prepared and served by the gentler sex (?) contingent of the Exchange. Not so many voted as ate but nevertheless Herman Banbrook, Gage Cooper, Edward Leavenworth, H. Eugene Webb, and Leo Rowley were elected.

The constitutional amendments were all passed and therefore the first three men named above were elected for three years and the others for two years. For, unless the supreme court throws out the amendments, from now on we shall have three men elected each year for three year terms.

The annual meeting which convened at three P. M. packed the directors' room and overflowed into the lobby. President Kriehoff presided, and in the due course of events prescribed carefully in the by-laws he made his annual report and address.

The secretary of the Exchange has assiduously set down the highlights of the president's address and had labelled as number one that the president commended the secretary and staff warmly for their year's work (of course the secretary is not writing this article). As number two he marked down the president's constructively optimistic view as to the progress the industry might make toward recovery this year, basing his talk all on sound points. The third highlight was the president's recommendation that possibly very soon now the Builders' and Traders' Exchange should begin charging an initiation fee to new members, the membership certainly being worth it. Perhaps the greatest highlight, however, was the president's review of the worth of a membership on account of the Exchange's handling of the sales tax to the tune of saving much money to the members and for that matter to the industry.

Then the auditor's report was full of bright-lights, too. Some red and some black-mixed colors, you know, but the old boat still rides solvent and there is still lots of vim and vigor left in the cockpit.

The secretary's report was so complete a summation of the problems affecting the industry and

the Exchange that several arose to say they had never before heard such a report, and still others the day afterward said they never did hear the report.

This written report which, if printed here would occupy two full pages, dwelt upon four subjects: (1) membership—which in 1934 showed a net gain for the first time since 1930; (2) finances—which show a great saving to the members for a better service than formerly, and yet with the Exchange a going concern; (3) plans for measurable improvement in the services; (4) a resume and prophecy of the possibility of cooperational action on problems affecting the industry.

The Exchange has worked on those basic things affecting the industry where its work has counted, but with more support from the industry such big things could be accomplished that what is being done would by comparison be merely scratching the surface.

One proposal put forth by the president demands special consideration all by itself. The year 1935 marks the 50th year of operation of the Exchange, and it is proposed that there naturally should be celebration of the event. The exact date of this has not been determined but it will doubtless be set fairly early in the year and will be a big banquet.

Before this banquet transpires there will be a concerted membership drive. The aim will be to get in the Exchange every legitimate firm eligible for membership. This may sound like a hard goal to reach but every member will be enlisted to co-operate and every member should have great interest in this for one thing because every member will benefit directly by having the membership increased. The Exchange has weathered the depression and has given every ounce of service possible. That situation is recognized by most of the members and there is a wave of feeling among those constructively inclined to get the Exchange on a footing it deserves—a footing which will benefit the whole industry.

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valuable services which the Institute has rendered the past and also its recognition of the potentialities of the Institute for the future. It seems appropriate at this particular time to affirm our attitude of faith and reliance by assuring you of our sympathetic understanding of the unusual and difficult tasks which confront you, and pledging you our full cooperation and support in your endeavors.

Believe me,

Respectfully yours,

Clair W. Ditchy

President, Michigan Society  
of Architects

WD-vla

## OF M. ARCHITECTURAL STUDENTS VISIT DETROIT CHURCHES

On Saturday, January 12, a group of students from the University of Michigan College of Architecture, accompanied by Professors Hammett and Brigham, visited a group of Detroit's outstanding churches. Included were the Fort Street Presbyterian, St. Aloysius, St. John's Episcopal, the old Unitarian Church, First Presbyterian, First Congregational, St. Paul's Cathedral, and the French Gothic Chapel at the Detroit Institute of Arts, also the Central Woodward Christian Church and the Church of the Blessed Sacrament.

## A CORRECTION

In our last issue there appeared an item concerning the firm of H. Buckeridge & Son, plumbing and heating contractors. A regrettable error occurred in the spelling of their name and in justice to them we are reprinting the item herewith:

Mr. Roy Buckeridge will be well remembered by many architects for his former connection with Murray W. Sales and Company, wholesale plumbing and heating jobbers.

Mr. Buckeridge is now back with his father in the firm of H. Buckeridge and Son, plumbing and heating contractors at 15108 Kercheval Avenue.

The Buckeridge firm has pioneered in their field, having such architects as Messrs. Dise, Stratton, Grey, Derrick, Mason, and many others. Architects on whose own homes they have been awarded contracts include Messrs. Stratton and Derrick.

While most of their work has been in Grosse Pointe they have also done work throughout the city. One of their most recent awards was the home of Mr. George W. Mason, President of the Kelvinator Corporation, from the office of J. Ivan Dise. They have also been awarded the contract for a residence for Mr. Ernest C. Kanzler from the office of Robert O. Derrick and that of Mr. Charles T. Sill from the office of George D. Mason & Co. In fact, the list of work done by this firm reads like the Who's Who of Detroit and environs, from the best architectural offices.

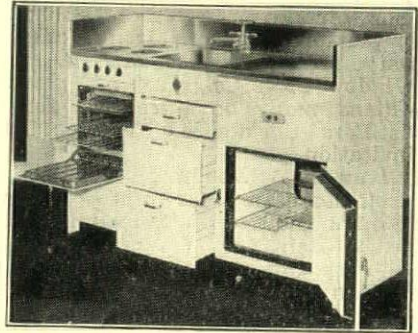
## TO ARCHITECTS

Your co-operation in Architects' Reports will be appreciated by The Bulletin. It is our policy not to urge members to give out reports before they want them released. What we do ask is that you give your own publication the same opportunity that you give to others.

Several architects have voluntarily mailed in reports. This is especially appreciated, particularly from those outside Detroit, whom we do not contact regularly by telephone.—Thank you.

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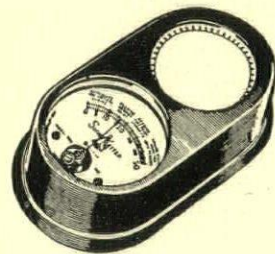


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## ARCHITECTS' REPORTS

**Derrick, Robt. O., Inc.,** 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

**Same.**—Alteration and repairs to residence for Arthur Gardner, Lake Shore Road, Grosse Pointe Farms. General Contractor—Walter Trowell, figuring.

**Diehl, Geo. F.,** 120 Madison Ave., CH. 7628.—Grayson Shops, Woodward Ave. Contracts let as follows: Fullerton Construction Co., general; Moynahan & Son, aluminum store front work; Nicholas DeCample, plastering; Acorn Iron Works, miscellaneous iron; Frank N. Pauli, store fixtures; Toledo Plate & Window Glass Co., glass and glazing.

**Same.**—Plans ready on warehouse for Trenton Valley Distillers Corporation, Trenton, Michigan. Bids by invitation.

**Dise, J. Ivan,** 2631 Woodward Ave., CA. 4789.—Bids for Iron Mountain Post Office due Jan. 11 at Superintendent's Office in Washington.

**Donaldson & Meir,** 1601 Washington Blvd. Bldg., RA. 1446.—Preparing plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward.

**Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate,** 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

**Harley & Ellington,** 1507 Stroh Bldg., RA. 9030.—General contract on Sunday School, First Church of Christ Scientist, let to O. W. Burke Co. Electrical work—Donohue & Shoebottom.

**Same.**—Plumbing and piping on Goebel Stock House let to Glanz & Killian.

**Kahn, Albert, Inc.,** MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

**Same.**—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

**Mason, Geo. D. & Co.,** 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward.

**Same.**—Bids closed on finishing of 3rd floor of Y. W. C. A. Building, Woodward and Winona Aves.

**Same.**—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

**Lane, Davenport, Inc.,** 610 Donovan Bldg., CH. 6747.—Preparing plans for City Hall, Benton Harbor, Mich.

**Merrit & Cole,** 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.

**Same.**—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application

to PWA approved and sent to Washington.

**Mueller, G. A.,** 1346 Broadway, RA. 3763.—Refrigeration for Voight Brewery let to Vilter Mfg. Co., Milwaukee, Wis.; cork insulation, Armstrong Cork Co.

**O'Dell & Rowland,** 90 Stimson Place, TE. 1-40.—Alterations, moving and raising, 3408 Woodward Ave., for Harry L. Pierson Estate, Detroit Trust Co., trustees. Contracts not yet awarded.

**Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates,** 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

**Schley, Cyril Edward,** 1123 Lafayette Bldg., CA. 8499.—Preparing theatre and store alteration. Plans will mature at later date.

**Smith, Hinchman & Grylls,** 800 Marquette Bldg., RA. 8825, M. C. J. Billingham, Kalamazoo, Associates.—Preliminary sketches for court house, Kalamazoo, Mich., completed.

**Same.**—Plans for alteration to store building Broadway, completed about Jan. 25.

**Same.**—Taking bids on portion of work on alteration to Woodward Avenue Baptist Church, first section, foundations, etc. week of Jan. 21st. Invitation only.

**Tiids, Paul,** 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, Ia.

**Same.**—Plans for residence, 34x48 with attached studio and garage. Bids taken in February.

**Same.**—Plans for 3 store building, 60x60, Woodward Ave. ready Feb. 1.

**Wetzel, B. C. & Co.,** 2317 Dime Bank Bldg., CA. 4941.—Dormitory C of Michigan Home and Training School under construction.

**Same.**—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

**Wright, Frank H.,** 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Revising plans.

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## CHAPTER, SOCIETY HEAR ELY KAHN AT CRANBROOK

Design and Education in Design in America, Europe and Asia was the subject of a lecture by Ely Jacques Kahn, F. A. I. A., at Cranbrook Academy of Arts Thursday evening, January 17.

The lecture which was held in the new Pavilion was preceded by a dinner at the Art Club attended by some 60 members and guests of the Detroit Chapter, A. I. A. and Michigan Society of Architects.

At the dinner C. William Palmer, president of the Chapter stated that Professor Lorch was unable to attend owing to the icy roads. He, therefore, asked Mr. Albert Kahn to introduce Mr. Ely Jacques Kahn.

Mr. Albert Kahn stated that he was sure that Professor Lorch could do a much better job, but that he could not possibly have a greater admiration for the man, the architect or what he was doing for the profession. He stated that he did not know what the speaker was going to say but that it was sure to be good.

The audience was not disappointed when Mr. Ely Kahn spoke and illustrated his lecture with lantern slides. Mr. Saarinen welcomed Mr. Kahn and paid tribute to him as one of the foremost architects of this country, who stands for the finest things in the profession.

Mr. Kahn stated that his subject was involved, as had been the introductions, but he came quickly to the point by saying that two years ago at a meeting of the New York Chapter of the A. I. A. some one made the suggestion that it was time to close all architectural schools in America. He asked why and the answer came in the form of a commission from the Carnegie Foundation for Mr. Kahn to make a tour around the world to study teaching methods in schools of art and architecture. "Too many schools insist that painting and sculpture are the end of all art," said Mr. Kahn, "with little attention being paid to production."

He stressed the point that our schools are overcrowded with students and little attention is paid to a market for their productions.

His idea of teaching was embodied in the student's learning by actually doing the thing, rather than by a theoretical study. He paid tribute to Mr. Saarinen and the Cranbrook School for employing the proper method, as well as Frank Lloyd Wright in Wisconsin.

Incidentally, Mr. Wright will be at Cranbrook on April 25th and it is to be hoped that the architects will have the opportunity of hearing him.

Mr. Kahn stated that a good cross section of a people's art could be obtained by visiting the shops and department stores to see what kind of articles sell to the masses.

In many places, he stated, really fine things were to be found in the market places at ridiculously low prices.

Mr. Kahn stated that his servant who accompanied him throughout the Far East finally became curious and asked what business he was in. Upon the answer, "I am an architect," the servant replied, "Yes I know, but what is your business?"

## DETROIT and MICHIGAN EXPOSITION CONVENTION HALL, MARCH 9th-17th

### Building and Home Construction To Be Featured

The porous plaster impression that the State of Michigan has produced only the country's fourth largest city, Detroit, a flock of different automobiles and a few husky individuals who make All-American football teams, has caused a righteous revolt in the ranks of the good citizenry of this State.

Indignation was felt over the fact that it is not generally known that Michigan, besides the automotive and football industry, and the development of Detroit, leads in over thirty major industries and boasts exceedingly fertile soil for crops.

So, then, a civic conference was held. Should

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letters be written to every individual in the country telling them what a great State Michigan is, etc.? No! That was out. What then? Finally, all of the suggestions were agglomerated and a plan was evolved to hold an Exposition, a Detroit and Michigan Exposition, with Convention Hall, Detroit, as its locale. The date is set for March 9 to 17.

Machinery was set up and plans put in operation. State committeemen were appointed, civic leaders induced to lend their time and suggestions, and industrialists and businessmen were sold on the idea of displaying exhibits at the Exposition.

What will the Exposition do in smearing the impression that Michigan has only Detroit, automobiles and football players? A report drafted by the Advisory Council declares in part:

"Michigan manufacturers serve the peoples of every nation and what a sorry world it would be, too, if those peoples were forced to live even thirty days without Michigan products.

"Not only does Michigan lead the world in the automobile and thirty other major industries, but she leads in provision of daily breakfast foods, honey, fruits, potatoes, and celery.

"When the world is ill, her major supply of pharmaceutical antidotes comes from Michigan. Michigan Universities and research laboratories are continually effecting corrective serums and panacea for the suffering. Its stride in dental and tuberculosis treatment alone have received world acclaim.

"Michigan copper mines, gypsum, alabaster (enough to supply the world for the next 200 years), chemical rehabilitation of dry oil wells, oil burning furnaces, gas engines, distilleries, are all a part of the composite which makes her great. She also leads the nation in production of spearmint oils, as well as stoves on which they are cooked, furniture on which it is served, and the motor cars and trucks which transport the mentioned articles to all parts of the world."

To clarify and add distinction to the various exhibits and put individual glamour in each, Michigan's progress and leadership in industry, agriculture and education will be shown under nine separate sections:

Industrial, Building and Home Construction, General Exhibits, City and State, Food and Agriculture, Art and Education, Science and Research, Home and Home Furnishings, and Travel and Transportation.

The Exposition has gained the agnomen of "Little World's Fair" because of diversified exhibits of prominence and interest. New form devices, auto

parts, results of pharmaceutical research and developments in all branches of business and industry in which Michigan leads the world, will be displayed.

The slogan, "We Serve the World," has been adopted. The slogan is true, in fact, because Michigan manufacturers have a world market.

January 16th, 1935

To the President and Board of Directors,  
American Institute of Architects

The Octagon  
Washington, D. C.

Gentlemen:

It gives me great pleasure to inform you that at a meeting of the Board of Directors of the Michigan Society of Architects held on January 8th, 1935, a vote of confidence in the officers and Board of Directors of the American Institute of Architects was unanimously passed.

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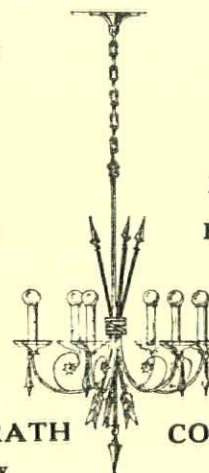
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# WEEKLY BULLETIN

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Vol. 9

DETROIT, MICH., JANUARY 29, 1935

No. 5

## M.S.A. 21st ANNUAL CONVENTION WILL BE HELD IN DETROIT FRIDAY AND SATURDAY, MARCH 15 & 16

*In Connection With "Little World's Fair"*

The Twenty-first Annual Convention of the Michigan Society of Architects will be held in Detroit, March 15th and 16th, it was decided at a meeting of the Board of Directors held Tuesday. This was done after suspending the by-laws, which provide that the convention shall be held in February. The reason for the change was to have the convention during the Detroit and Michigan Exposition at Convention Hall, designated as the "Little World's Fair," and at which there will be a division devoted to Building and Home Construction.

While it has been the custom to hold the convention alternately in Detroit and other Michigan cities, and, while it has been held here for the past

years and to dispell this feeling an expression was asked from members in various cities. After all, the feeling is brought about by the fact that there are more architects in Detroit than in any other city in Michigan and in this case there is an attraction which cannot be equaled elsewhere.

It is expected that a representative from the Federal Housing Administration at Washington will be the principal speaker, and that the subject will pertain to the small house and modernization.

In this connection, some time prior to the convention, there are to be two old houses moved into Washington Boulevard. One will be left in its dilapidated state and the other, a duplicate, will be modernized. Branson V. Gamber and Clair W. Ditchy are the architectural representatives on this committee and D. Allen Wright will make plans for the modernization.

Later this will be followed by an information booth at the Exposition for the Federal Housing Administration. Branson Gamber has prepared plans for the construction of a material example of the F. H. A. insignia, which is a small house in a circle. The house will be large enough to serve as an information booth.

It is to be hoped that with the increased interest in housing, the small house, and modernization, the convention this year will take on added importance and attendance.

### SPECIAL LUNCHEON NOTICE

The Celotex Company have extended an invitation to the members of the Michigan Society of Architects to attend a luncheon at the Detroit-Leland Hotel, therefore, the regular Tuesday architects' luncheon will not be held at the Aztec Tower. The time of the luncheon will be 12:15, Tuesday, January 29, 1935.

two years, it was decided that the Little World's Fair was decidedly the most important consideration from the standpoint of attendance, publicity, etc. This decision was made after letters of inquiry had been sent to key members in various other cities in Michigan. While some favored Grand Rapids and Ann Arbor, the majority agreed that it should be in Detroit in connection with the Exposition.

There has been some feeling that the Michigan Society of Architects is a Detroit Society of Archi-

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Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;  
Directors:—Fred Anderson, Albert Beever, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

## On Deck For 1935

The organization meeting of the Board of Directors of the Builders' and Traders' Exchange took place January 22 and resulted as follows:

Mason P. Rumney of Detroit Steel Products is the new President succeeding Edwin Kriehoff of Kriehoff Co.

Albert Beever and H. Eugene Webb, the former of Beever Plastering Co. and the latter from Lowrie and Webb, lumber dealers, are the two new vice-presidents.

Claude Filer of J. A. Mercier Brick Co. is the new treasurer succeeding Albert F. Pudrith of A. F. Pudrith Co.

E. J. Brunner, 439 Penobscot Building, is the secretary manager.

Besides the above the following are members of the Board: Herman Banbrook of Banbrook Gowan; Gage Cooper of Cooper Supply Co.; Edward Leavenworth of Christa Batchelder Marble Co.; Leo Rowley of Leo Rowley Co.; and Walter Trowell of Trowell Construction Co.

At the organization meeting the finance committee of the Exchange was present. This committee consists of Herman Clafehn, chairman; Dr. Julius Clippert, Edward Horning, and Edwin Kriehoff.

The Exchange has made material progress and is on a satisfying financial basis even though income has been greatly reduced from what it was only a few short years before.

This year marks the fiftieth year of operation of the Exchange and plans are being laid to have a suitable celebration. Edwin Kriehoff is the general chairman in charge of this proposed event and before that time comes it is hoped to have every legitimate eligible firm in the industry a member.

The construction business man of today can get actual value and much more for the small annual cost of belonging to the Exchange and the expenditures of the organization are directed exclusively to the production of direct services to the members.

The most important working problems of the industry during the present year will be concerned with (1) efforts to build up volume, (2) working of the codes, (3) legislation affecting the industry, (4) adjustment to rapidly shifting economic bases.

Build up of volume in the long run depends upon re-entry of private capital to building. There is not much that the construction industry can do about this EXCEPT TO KEEP DOWN COSTS. High wage scales or high costs of materials will have discouraging effect. Keeping down construction costs is a real job for the industry. This job

must be performed.

Build up of volume of public works of divers sorts will command the attention of the industry. The avenues known now are the F. H. A., the H. O. L. C., the R. F. C. with its loan possibilities, and whatever may come out of the four billion relief measure. The industry is somewhat alert but should be more alert to see to it that this work is to be carried on through regular contract system. Then there is the slum clearance projects to consider. Possible state building construction is another big matter to be worked upon. These with all their ramifications are about enough problems to keep a normal industry on its toes.

The working of the codes is another matter of much thought for the industry. The immediate problem is that of enforcement. Bid depositories have been established in some trades, but in others that step has not been taken. It cannot be said that the code organization of the great construction industry is completed and whether you are a lumber dealer, building supply dealer, or a general or sub-contractor, there will be plenty to think about during 1935. The present N. R. A. expires in June. What the development from that time will be is still uncertain—therefore plenty of maneuvering on the part of the industry before that time. And in Michigan we shall see legislation attempted in the form of an enabling act for enforcement of codes along the lines predicted and discussed in this bulletin months ago.

Michigan legislation besides scrambling over an enabling act will have to jump the hurdle over new ideas about foreclosure regulations. Space here does not permit discussion in this issue. There is certain to be legislation enabling banks to participate more fully in the F. H. A. Then, of course, the attempt to get some public building—this may not be a matter for legislation, but was last year as you will recall.

Adjustment to rapidly shifting economic bases is a subject all in itself. All which can be said here is that the industry through all its associations must be constantly on guard for what may happen. What we want, of course, is a growing confidence in the future. We want a march toward stabilization so that business and consumers may the better plan for capital expenditure. Taken all in all it is going to be an exciting year.

Mr. Ely Jacques Kahn, who delighted an audience including members of the Detroit Chapter, A. I. A., and the M. S. A., at Cranbrook on January 17th, spoke the following day at the College of Architecture, University of Michigan.

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of the competition and requirements governing plans and drawings.

If you care to enter this competition, address a letter to the Professional Advisor, General Electric Architectural Competition, General Electric Company, Room 1208, 570 Lexington Avenue, New York, New York, stating that you desire to enter the G-E Architectural Competition for "Home Electric", requesting that they send you full information on the handy G-E Reference File.

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## DETROIT AND MICHIGAN

A personal letter of commendation on the theme of the Detroit and Michigan Exposition, Convention Hall, March 9 to 17, was received Monday from Walter P. Chrysler in New York by officials of the "Little World's Fair".

The auto magnate in his communication to the Advisory Council of the Exposition wrote:

"I have been active for so many years in Detroit and Michigan that I am intensely gratified that an Exposition is proposed to promote our State and principal city to the world through such an educational undertaking. It should be one of those visual demonstrations of achievements in which all of us have a right to be proud and which should give all who are interested in the products of the State inspiration and incentive for the future."

The attitude of Chrysler, the Advisory Council pointed out, is typical of the large industrialists and other auto manufacturers of Detroit and Michigan.

## WHAT CONGRESS LEFT IN THE PARK

(Continued)

Inquiries were handled as follows: the name, address, etc. of each prospect asking the man on duty for information was recorded in a book together with as much detailed data as the inquirer was willing to give. Each day, except Saturday and Sunday, the Chairman called at the house, made copies of the inquiries and then telephoned them to the respective firms or associations that were interested and which had contributed to the reconstruction of the house. Requests for estimates on general remodeling were sent both to the Carpenter Contractors Association and to the Mason Contractors Association. Where data was asked about in-

dividual items, the firm which placed the materials there was notified directly.

The Chairman of this Committee has said, "We believe that the real benefits of this campaign will not be felt for a while but that it will lie dormant until public fear is replaced by a feeling of confidence in business conditions generally. Never before in Detroit has the layman been presented with such a striking picture of how readily he can make his own place more comfortable, attractive or profitable by remodeling under competent guidance, and it is my opinion that even if he doesn't do that needed work now, he will when business gets better and he feels safe financially. He's not going to forget soon that Modernized House in Grand Circus Park."

And so, Detroit architects for thirty days held the stage in the most turbulent section of downtown Detroit, serving as the "architect in charge" at a modernized cottage in the shadow of their own sky scrapers—bringing architecture to the people, speaking their language and exploding the theory that an architect can be of service only on the biggest kind of work.

(To be continued in next issue)

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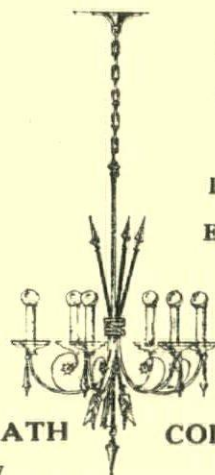
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## GENERAL ELECTRIC COMPETITION

The General Electric Company is naturally interested in making the American home more livable, through better planning and improved design.

In offering prizes of \$21,000 for more livable home designs, it is General Electric's hope to stimulate the skill and ingenuity of designers to bring about better health, increased comfort, greater convenience and improved facilities for the home entertainment of the entire family.

There have been many architectural competitions that emphasized exterior design. But so far as is known, this Competition is the first that places major emphasis on the utilization of modern interior equipment. Exterior design will, of course, be a factor in awarding prizes, but the judges will give greater weight to the skill and ingenuity with which the architect has provided for the maximum health, comfort, convenience, and entertainment of the family for which the house is planned. This family is described in detail in the Competition program.

The G-E Architectural Competition is divided into four classifications, as follows:

- Class A—Small home—Northern Climate
- Class B—Small home—Southern Climate.
- Class C—Medium Size home—Northern Climate.
- Class D—Medium Size home—Southern Climate.

Equal prizes are offered in each class, as noted elsewhere. Each competitor may submit as many designs as he wishes—in any or all classes—and each design is eligible for a prize. In addition to winning one or more of the \$1,500 prizes, a competitor may also win one or both of the two \$1,000 grand prizes.

Any architect, engineer, draftsman or designer, except G-E employees, is eligible to compete. The Competition began on January 2, 1935, and closes at midnight, March 12, 1935. The judging by the Jury of Award will take place on March 19, 20, 21, 22 and 23, and announcement of prize winners will be made on March 23. The Jury of Award will consist of eleven members—seven architects representing different sections of the United States, one expert in child training, one home economics expert, one general contractor and one realtor. Names of jurors will be announced March 19, the first day of the judging.

All entries will be judged anonymously—with only a nom de plume or other identifying device appearing on the drawings.

Prize-winning designs will be published together with the report of the Jury of Award.

There are 54 prizes as follows:

GRAND PRIZE for Best Small Home.....\$2500.  
(Best Home in Classes A and B)

GRAND PRIZE for Best Medium Size Home..	2500.
(Best Home in Classes C and D)	
FIRST PRIZE for Best Small Home in	
Class not receiving Grand Prize.....	1500.
FIRST PRIZE for Best Medium Size Home	
in Class not receiving Grand Prize.....	1500.
SECOND PRIZE, in each of the four classi-	
fications .....	\$1250. 5000.
THIRD PRIZE, in each of the four classi-	
fications .....	\$1000. 4000.
HONORABLE MENTION, ten in each of	
the four classifications .....	\$100. 4000.
Total .....	\$21,000.

For the convenience and assistance of competitors, we have prepared a handy reference file containing architectural data on all General Electric products used in home construction or equipment.

This file will be sent free to each competitor, along with complete information regarding the rules

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Anne Shirley in "Anne of Green Gables"  
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SUNDAY—MONDAY—TUESDAY FEBRUARY 3, 4, 5  
Dick Powell—Ruby Keeler in "Flirtation Walk"

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## ARCHITECTS' REPORTS

**Derrick, Robt. O., Inc.**, 35 fl. Union Guardian Bldg., CA. 3175.—Preparing working drawings on Dearborn P. O. Will be submitted for approval at Washington.

**Same.**—Alteration and repairs to residence for Arthur Gardner, Lake Shore Road, Grosse Pointe Farms. General Contract let to Walter Trowell.

**Diehl, Geo. F.**, 120 Madison Ave., CH. 7628.—Plans ready on warehouse for Trenton Valley Distillers Corporation, Trenton, Mich. Bids by invitation.

**Dise, J. Ivan**, 2631 Woodward Ave., CA. 4789.—Bids for Iron Mountain Post Office, Superintendent's Office in Washington, closed.

**Same.**—One story store, corner Woodward and Willis, ready for figures Jan. 25. Bids by invitation.

**Donaldson & Meir**, 1601 Washington Blvd. Bldg., RA. 1446.—Preparing plans for alteration to the First Unitarian Church, S. E. corner of Edmund and Woodward.

**Giffels & Vallet, Engineers, L. Rossetti, Architect, Associate**, 606 Marquette Bldg., CA. 3353.—Owner doing his own work on Newburgh plant, with exception of plumbing, sprinkler, roofing and sheet metal work, marble and terrazzo.

**Kahn, Albert, Inc.**, MA. 7200.—Plans for Detroit Parcel Post Bldg. approved.

**Same.**—Preliminary plans for Therapeutic Pool, University of Michigan Hospital, Ann Arbor, Mich.

**Same.**—General contract on residence for Frank Couzens let to James A. Moynes Co.

**Same.**—Wrecking contract for Ford Exposition Building, Century of Progress, let to Bosley Wrecking Co.

**Same.**—Excavating contract for Ford Courtesy Building let to Oliver Trudeau.

**Mason, Geo. D. & Co.**, 409 Griswold, RA. 7850.—Preparing plans for alteration to First Presbyterian Church, Edmund Place and Woodward.

**Same.**—Preparing plans for squash court, top of Penobscot Bldg. for Intercollegiate Club.

**Same.**—General contract for finishing third floor of Y. M. C. A., Woodward and Winona, let to Henry M. Martens Co.

**Lane, Davenport, Inc.**, 610 Donovan Bldg., CH. 6747.—Preparing plans for City Hall, Benton Harbor, Mich.

**Merrit & Cole**, 1111 Collingwood, LO. 2483.—Work on gymnasium and auditorium, Ithaca, Mich. held over for about a month.

**Same.**—Plans for grade school, Mt. Pleasant, Mich., estimated cost \$94,000, finished. Application to PWA approved and sent to Washington.

**O'Dell & Rowland**, 90 Stinson Place, TE. 1-4060.—Alterations, moving and raising, 3408 Woodward Ave., for Harry L. Pierson Estate, Detroit Trust

Co., trustees. Contract let to O. W. Burke Co.

**Rossetti, Louis, Architect, Giffels & Vallet, Engineers, Associates**, 606 Marquette Bldg., CA. 3353.—Specifications and drawings for wood piling for power house of distillery for R. Cummins & Co. completed. Bids by invitation. Work still progressing for remainder of building.

**Schley, Cyril Edward**, 1123 Lafayette Bldg., CA. 8499.—Preparing plans for theatre and store alteration, Central and Vernor Highway. Owner—Berry Theatre Corp.

**Smith, Hinchman & Grylls**, 800 Marquette Bldg., RA. 8825, **M. C. J. Billingham**, Kalamazoo, Associates.—Preliminary sketches for court house, Kalamazoo, Mich., completed.

**Same.**—Plans for alteration to store building, Broadway, completed about Feb. 5.

**Same.**—First section of work, Woodward Avenue Baptist Church, foundations, barricades, etc., out for bids which are due Feb. 1. Remainder of job will be ready in about two months.

Contract for roofing and sheet metal work, also reconditioning of Church House of Woodward Avenue Baptist Church let to Robert Hutton Co.

**Same.**—Work in unoccupied part of building at Orchestra Place and Woodward Ave., Kales Realty Co. in progress—Copper-Little Co., general contractors with same line of sub-contractors.

**Tilds, Paul**, 602 Hoffman Bldg., CA. 2610.—Plans for remodeling brewery, Davenport, Ia.

**Same.**—Plans for residence, 34x48 with attached studio and garage. Bids taken in February.

**Same.**—Plans for 3 store building, 60x60, Woodward Ave. ready Feb. 1.

**Wetzel, B. C. & Co.**, 2317 Dime Bank Bldg., CA. 4941.—Heating and plumbing on Dormitory C of Michigan Home and Training School let to Eames & Brown, Pontiac, Mich.

**Same.**—Plans for alteration to Superintendent's residence at Michigan Home and Training School, Lansing, Mich. ready shortly.

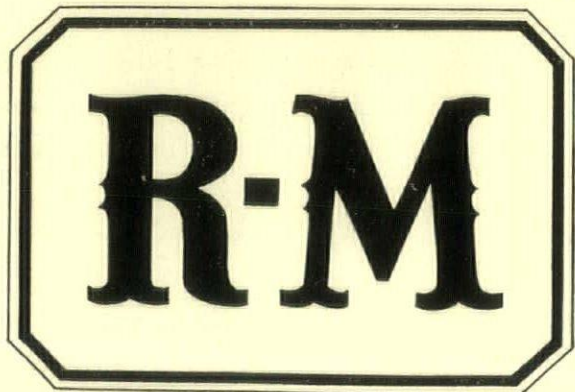
**Wright, Frank H.**, 418 Fox Building, CH. 7414.—Residence, Bloomfield Village. Owner, C. A. Pfaffenberger, corner Joy Road and Dexter Blvd. Revising plans.

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## ART AT THE EXPOSITION

The history of art and the founding of the first permanent art institute in Michigan will be told at the Detroit and Michigan Exposition, Convention Hall, March 9 to 17, Clyde Burroughs, Secretary of the Detroit Institute of Arts, informed "Little World's Fair" officials this week.

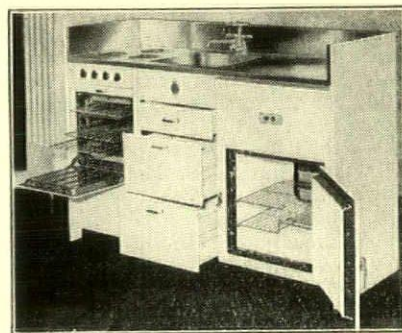
He is now drafting plans for such an exhibit. Burroughs has said the Exposition offers an "excellent opportunity" to stimulate public interest in art and the magnificent Detroit Institute of Arts, one of the finest in the world. The purpose of the Exposition is to tell Michigan's advancement in industry and art.

"Michigan has always manifested an interest in cultural things, and particularly is this so of its metropolis, Detroit," Burroughs said. "As early as 1852 and again in 1853, the receptive attitude of Detroit toward the arts was revealed in an exhibition held in Fireman's Hall, arranged by a committee headed by James A. Van Dyke. The foreword to this catalogue points out that the object is solely to afford the community a pleasant resort for some of their winter evenings. Loans from Detroit homes totaled some 419 paintings, 159 engravings, 42 pieces of statuary and a miscellany of other objects. The names of C. V. Bond, A. Bradish, F. E. Cohn, L. T. Ives and R. Hopkin, recur frequently in this catalogue, showing that there was something of an artists' colony even at this early date.

"In the intervening years, Michigan has given to the world a number of notable artists: Carl Melchers, Julius Rolshoven, Francis Petrus Paulus, Myron Barlow; Frederick C. Frieske of Owosso; E. Irving Course of Saginaw; F. S. Church and Gilbert White of Grand Rapids, and Ezra Winter of Manistee, all of whom have brought to this commonwealth national and international fame."

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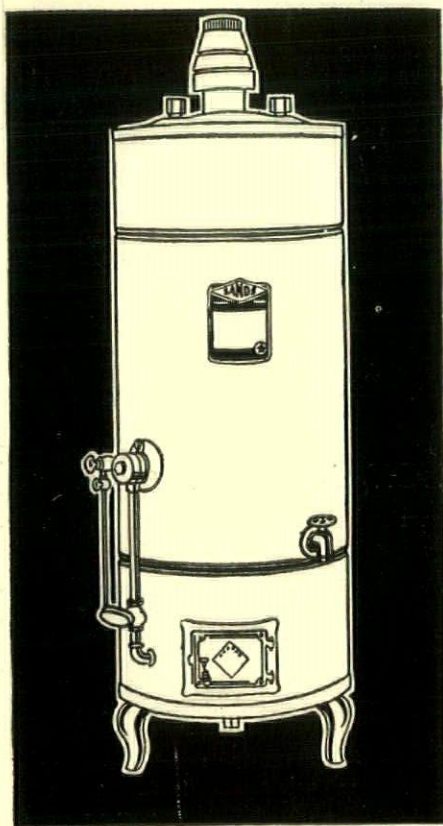


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